LIFE AT McCURDYS

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By and for the employees of McCurdy & Co.
Main and Elm Street, Rochester 4, New York

VOL. IX JUNE, 1956 NO. 8

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Win Display Prize

Third prize in a national contest for window displays of Big Yank "Weekender" clothes for men went to *Sam DeVito,* Display Dept., and *David McConnell,* Buyer of Downstairs Men's Wear, where Big Yank merchandise is sold. The display was in one of McCurdy's Elm Street windows last month.

Store Picnic Committee

Monday, July 9th is THE day . . . bring the family to McCurdy's annual store picnic at Willow Point Park.

The E.M.B.A. committee in charge of arrangements includes Catherine Wallace, E.M.B.A. president; Gertrude Scheg, Frank Ferstead and Leonard Cieslinski.

SOME of the PEOPLE

1. *Camille Miller,* Beauty Salon.
2. *Vera Tuttle,* Accounting Office Secretary.
3. *Frank Ferstead,* Third Floor Supervisor.

Belle-Sharmeer Sale Contest Winners

McCurdy's annual Belle-Sharmeer Hosiery Sales Contest brought in the largest total sold by employees since it was inaugurated six years ago. Employees sold 630 dozen pairs—1200 more pairs than a year ago. This helped materially to make it the most successful Belle-Sharmeer sale McCurdy's has staged to date, according to Carl Hoffman, Hosiery Buyer.

Elizabeth King, Millinery, with a total of 626 led the individual scores; *Joe DeMariano,* Receiving Room, with 275 stood second in that group. *Charles Ellis,* Display Manager, brought in 592 to lead the individual scores in the executive group, with *Fern Elliott,* Jewelry and Handbag Buyer, second with 375. On the front cover you see Mr. Ellis, Mrs. King, and Mr. DeMariano in front of the score board.

Here's the prize-winning line-up:
Howard Fitzgerald 385 630

Team	Pairs Sold	% Quota	Prize
1. Charles Ellis	972	1010%	$5.00 each
2. Wynn Colman	833	990%	$4.00 each
3. Helen Mabee	875	910%	$3.00 each
4. H. Fitzgerald	385	630%	
5. Fern Elliott	639	410%	

Individual Executives	Pairs Sold	Prize
1. Charles Ellis	592	$20.00
2. Fern Elliott	375	$10.00
3. Ruth Williams	353	
4. Ruth Ott	166	
5. Helen Mabee	112	

Individual Salespeople	Pairs Sold	Prize
1. Elizabeth King	626	$25.00
2. Joe DeMariano	275	$15.00
3. Frances Muoio	194	$10.00
4. Laurna Olephant	154	
5. Dea Pierlioni	152	
6. Marion Benke	134	
7. Alice Monks	128	

Remember McCurdy's Annual Photo Contest while you are on your vacation. Good shots can win prizes!

National Open in McCurdy's Front Window

You didn't have to follow the fairways at Oak Hill Country Club to watch the progress of the National Open Golf Tournament June 14h through 16th. McCurdy's brought the score to the man in Main Street on a giant score board in the window at the corner of Main and Elm.

By direct wire, the scores were phoned in by *Joseph Mendick,* Display, stationed at Oak Hill and received in the window by *Judith Lesslie,* Display, who wore the official Oak Hill hostess uniform of green skirt and white sports jacket. *William J. McLaughlin,* Sales Promotion Manager, and *Charles Ellis,* Display Manager, worked out the idea.

McCurdy's participated in the tournament in other ways, too. The first two inside pages of the official 244-page annual carried advertisements of McCurdy's Men's Shop merchandise. A colored map of the Oak Hill course, printed by Newsweek Magazine, was given for the asking in the Men's Department, as well as a gold plated lapel tee that proved highly popular.

The front windows that week carried fashions for the 19th hole, and copies of Walter Hagen's book, "My Story," autographed by the famous golf pro for McCurdy's customers.

Seven of the twelve newly elected directors of the Executive Club made an 8:30 breakfast meeting June 13th in McCurdy's Tearoom. Around the table, from the left, are Frances Davis, Betty Weese, Howard Fitzgerald, Roy Clifford, Jane Strachan, Ruth Ott and Leland Somers.

Executive Club Names New Officers

Roy Clifford, Buyer of Housewares and Small Appliances, is the newly chosen chairman of McCurdy's Executive Club. Other officers named for the coming year are: vice-chairman, *Donald Laffler,* Linen and Domestics Buyer; secretary, *Ruth Ott,* Advertising Manager; treasurer, *Leland Somers,* Credit Manager.

Re-elected as directors of the club are *William Finger, Stanley Held, Howard Fitzgerald, Betty Weese, Leland Somers, Roy Clifford,* and *Jane Strachan.* New directors: *Donald Laffler, Robert Broadbent, King Denton, Frances Davis* and *Ruth Ott.*

Jane Strachan has been named chairman of the Gift Committee.

McCurdy's Bakes a Wedding Cake

June is the traditional month of weddings.

That means June is also the month of wedding cakes.

And we don't know anything finer, more elegant, more delicious than a McCurdy wedding cake.

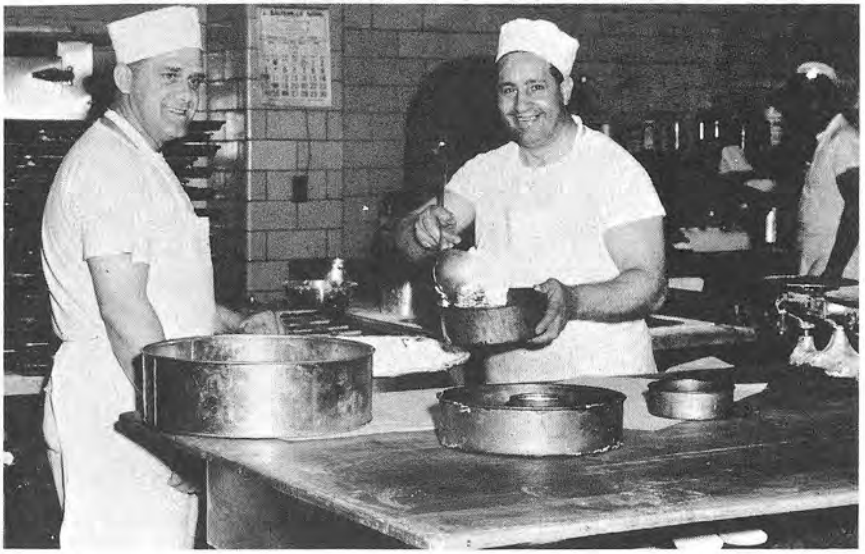
Here's a story-in-pictures of how a McCurdy wedding cake evolves, from the moment the bride gives her order until the pastry perfection is ready in all its glory of frosting rosebuds, for delivery.

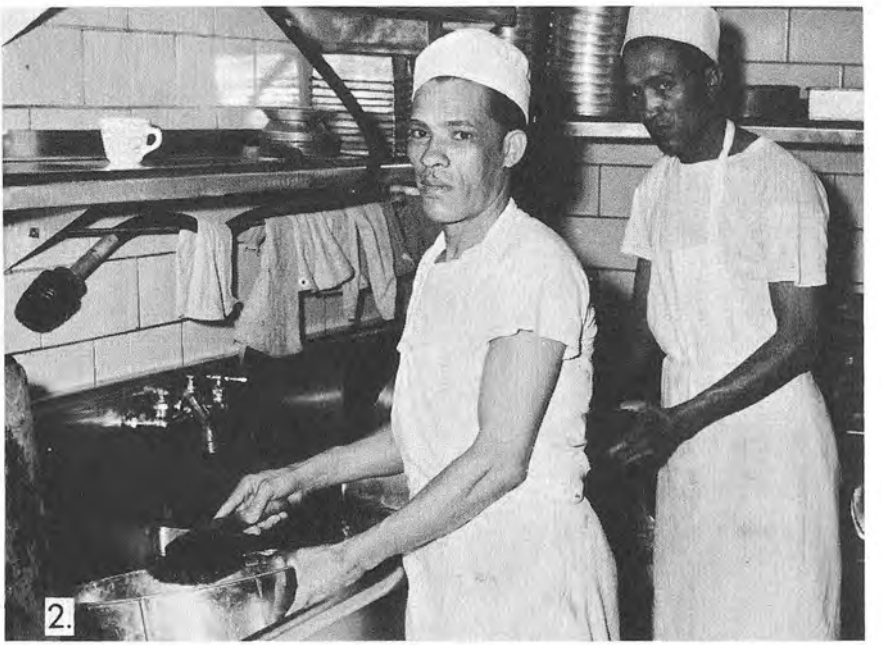
Above: Betty Warren, head of Bakery Dept. sales, (left) takes a wedding cake order from Evelyn Carroll, Accounting Office, a June bride. Shown on the opposite and following pages: the Bakery Department in action.

Top: Ed Okolowicz mixes the wedding cake batter in the huge electric mixing machine.

Bottom: Batter goes from the mixing bowl into cake pans, with John Kewley and Joe Matrichia officiating (left to right),

Please turn to pages 8 and 9 for more pictures by LIFE AT McCURDY'S photographer, George Wetzel.





1. William Evers slides a layer of the wedding cake into the oven, which has a capacity of twenty-four size 26 x 17-inch cake pans.

2. Washing up the pans after the cake is baked. Left to right: Juan Figueroa and Pedro Pedraza.

3. Robert Hillman, Master Baker, shows the expert's touch in cake decorating. Those frosting roses will go on the cake, too.

4. Edith Ritchey and Margaret Neu, left to right, wheel the cake to the elevator to go to the Main Floor Bakery Dept.

Two McCurdyites Are June Brides

Photo by Varden

Evelyn Carroll, Accounting Office, was married to John Orman June 23rd in the Avon Methodist Church. A reception at the home of the bride's parents in Avon followed the ceremony. Upon their return from a honeymoon in the Adirondacks, Mr. and Mrs. Orman will reside in Rochester.

The marriage of *Phyllis Gardner,* Fashion Coordinator, to Laurice Herlan took place June 9th in Trinity Episcopal Church in Watertown. A reception at La Martina's in Watertown followed the ceremony. After a wedding trip to Bar Harbor, Maine, the couple will reside at 6 Canterbury Road. The bridal party included *Marilyn Whaley,* Controller's Office.

Up and Down the Escalator

OUT NORTHGATE WAY

by Erna Remillard

Lots of luck to *Harriet Koetzle,* Housewares, who retired June 2nd for a full time job at home as wife and mother.

Irving Berliner and *Sidney Fagenson,* Northgate Supervisors, looked just ducky the day they modeled flashy new sports caps.

Madeline Heslip and *Isabelle Desrocher,* Dresses, are leaving June 29th for the summer. We look forward to their return in the Fall.

Dorothy Miller, Desk, was hostess at a farewell party June 11th for *Beatrice Oremus,* Office, who is leaving June 30th. *Willimina Wilbur,* Lamps, will take over the office, vacancy.

Welcome to these newcomers: *Kathleen Hoephl,* Sportswear; *Irene Nacca,* Beauty Salon; *Clara Bender,* Credit Desk; *Helen Nuss,* Linens, *Nancy Homstrom,* Lingerie. We are happy to have you with us.

Emil Hudak, Home Furnishings Supervisor, with his wife and son, Mark, spent the week of May 20th with his parents in New Jersey.

ACCOUNTING OFFICE DATA

by Anne Tantalo

The Accounting Office held a shower and picnic at Ellison Park June 13th in honor of *Evelyn Carroll,* whose marriage took place June 23rd.

The engagement of *Ronalee Smith,* Accounting Office, to Donald Merritt was announced this month.

Michelle Shubin, daughter of *Norman Shubin,* Boys' Wear Buyer, is now 2½. Do you wonder papa is proud of her?

TALES FROM FOUR

by Lucy Vanderburgh

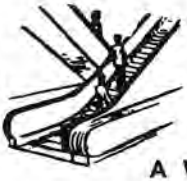
Welcome to *Roger Danford,* newcomer to the Drapery Dept. Mr. Danford studied at Parsons School of Design.

Edward Holt, formerly in Housewares, is now in the Drapery Dept. He is a graduate of Utica Tech.

Happy vacation to *Bob Kelch,* Bedding Dept., and his family. They will be covering a lot of ground! First they are visiting friends in Detroit, then driving to New York City.

Congratulations to *Ellrose Walsh,* Interior Decorating, and her husband, who celebrated their 28th wedding anniversary June 5th.

Gene Biel, Furniture Dept., and his wife are proud and happy grandparents again. It's a first son for their daughter, Mrs. Donald Wobser, and Mr. Wobser, of Charleston, W. Va. The baby was born May 20th.

Up and Down  the Escalator

DOWNSTAIRS STORE
by Lucille Kofkee

Welcome to *Rose Nardone,* newcomer in Downstairs Curtains.

Mae Brasley, Downstairs Girls' Wear, is back after a long illness.

Rose DelVecchio, Downstairs Children's Dept., had as visitors her daughter, son-in-law, and two grandchildren from Kentucky.

Louise Pappa, Downstairs Jewelry, plans three weeks of vacation at the Thousand Islands.

Patricia Fender, Downstairs Sportswear, will leave the Store in September to enter the Convent of the Sisters of St. Joseph.

Betty Knaak, Downstairs Sportswear, celebrated her 25th anniversary on June 13th.

Jacob Lazor, son of *Freda Lazor,* Downstairs Dresses, was married to Ruth Furman on June 17th in Astoria.

Ruth Gray, Downstairs Tube Room, will mark twenty-five years at McCurdy's on July 6th.

ADVERTISING and DISPLAY
by Mary Irish

McCurdy's Advertising Department held a farewell luncheon May 25th at Town and Country in honor of departing *Clayton Beach.*

Grace La Shomb, assistant production manager, is the newest Advertising Department addition.

Mary Jean MacEwen, copywriter, is spending two weeks touring the western national parks.

A WORD FROM THIRD
by Ruth McGeary

Lillian Gibaut, Children's Dept., has returned from a vacation in Winnipeg, Canada.

Clara Grace, Corset Dept., enjoyed a vacation in Dayton, Ohio.

We are happy to have *Maryse Moorhouse* back in the Lingerie Dept. after a week in the hospital.

Mildred Roscoe, Boys' Dept., has been home recuperating from a broken ankle.

Vacation time is here . . . we wish everyone a happy time.

SECOND STORIES
by Angie Madalena

Our sympathy goes to *Betsy Carton,* Better Dresses, who lost her mother recently, and to *Kathleen Evans,* Budget Dresses, whose mother died recently

Ruth Herr, Fur Buyer, spent a glorious month vacationing in Florida.

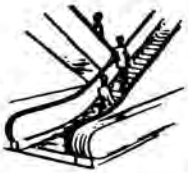
Jane Syracuse, Budget Suits, and *Ruth Wilkinson,* Flying Squad, spent a week of vacation in Washington.

Sally Whittemore, daughter of *Catherine Whittemore,* Sportswear Buyer, was graduated June 10th from Connecticut College.

STORK NEWS

A son, Michael, was born June 6th to Mr. and Mrs. Frank Martella. Papa is Assistant Buyer in Sportswear.

It's a daughter, Lynn Ann, born to *Joseph Sapone,* Shoes, and his wife.

Up and Down  the Escalator

OVER THE COFFEE POT

by Betty Luczak

We welcome *Doris Stalker* back to Drapery Workroom after her recent attack of measles.

Louise Prespare, Phone Operator, spent a June week-end at Tupper Lake in the Adirondacks.

Jane Kearney, Phone Operator, had a recent week-end in Buffalo and Grand Island.

Ruth O'Brien, Phone Operator, spent the week of June 12th on vacation at Alexandria Bay

Gerry Norris, Order Board, visited her mother in Hamburg for a week.

Kenneth Tifft, Supply Room, spent a week's vacation resting at home.

Catherine Wallace, Cafeteria Supervisor, went to Montreal for the sailing of her daughter-in-law, who is spending the summer with her family in Germany.

Janette Brinson, daughter of *Joe Brinson,* Cafeteria, who has been in the South, has returned to Rochester.

MAIN STREETER

by Bobbie Puckridge

Martha McKay has been made Buyer's Assistant in the Candy Dept.

Leah Mitchell, Gloves, is proud of her son, David, who received his Eagle Scout Badge June 21st at Third Presbyterian Church. David, who is 15, belongs to Troop 31.

TEA ROOM TID-BITS

by Lotte Steamer

Sam Manfer's daughter, who was graduated this month from Mercy High School, received a scholarship to the Eastman School of Music.

Manny Negron flew to Puerto Rico to visit his parents, recently.

Isabelle Privitere recently moved into a new home.

Rose Rice spent her vacation touring in Virginia, Washington and New York.

Lotte Steamer spent graduation week-end at Amherst, Mass., where her son is on the faculty at the University of Massachusettes.

FIFTH NOTES

by Tony Cosy

Doris Loomis, Housewares, spent part of her vacation in Vermont and the rest in preparations for her son's wedding.

Beatrice Malloy, Housewares, spent a week of vacation "baby sitting" in Pennsylvania.

Tony Cosy, Assistant Buyer in Housewares, divided his vacation between Fairhaven, Washington, and Atlantic City.

Eva Chase, Housewares, plans to spend the first two weeks of July in a restful vacation at home.

Your vacation snapshots can win you prizes in McCurdy's Annual Photo Contest. Keep it in mind!

Happy Birthday!

JULY

Dean Buchinger, Elevators 2
Elizabeth King, Millinery 2
Doris Stalker, Drapery Workroom 2
George Bradley, Downstairs Shoes 3
Sidney Fagenson, Northgate Supervisor . 3
Alvin Garren, Tearoom 3
Edna Shannon, Junior Dresses 3
Katherine Duffy, Buyer, Bridal 5
Gerald Drake, Merchandise Control 6
Ernestine Fischer, Handbags 6
William Mawson, Northgate 6
David Colgan, Rugs 7
Ida Bloom, Budget Sportswear 8
Estella Peck, Drapery Workroom 8
Jane Strachan, Buyer, Silverware 8
Phyllis Schied, Handbags 9
William Mortimer, Receiving Room 10
Kenneth Tifft, Supply 10
Frances Garey, Boys' Wear 11
Eugene Biel, Furniture 13
Dyane Constanza, Cosmetics 13
Frances Lane, Will Call 13
Mona Brown, Receiving Room 14
Mildred Booth, Housewares 14
Isabelle Maggio, Gift Wrap 14
Chester Carter, Display 15
Rosemary Cullian, Tearoom 15
Sally Craig, Buyer, Juniors' 16
Florence Hillyard, Desk 16
Jeanne Chapman, Buyer, Teen Shop 18
Raymond Marciszewski, Warehouse 18
John Kewley, Bakery 20
Charles Parker, Floor Superintendent ... 20
Alice Wagner, Luggage 20
Laura Nichols, Everyday Dresses 22
Anna Friga, Northgate 23
Avis Russell, Bridal 23
Dorothy Seadeek, Knit Lingerie 23
Lillian Karpf, Infants' Wear 24
Irving Berliner, Northgate Supervisor ... 25
Nancy Daudelin, Receiving Room 25
Florence Klein, Maid 25
Joseph Lombardo, Buyer, Downstairs Draperies 25
Phyllis Marzluff, Jewelry 25
William O'Brien, Men's Shop 25
William Patz, Bakery 25
Florence Tyrell, Girls' Wear 25
Marie Hejzler, Alterations 26
Louis Reznicoff, Downstairs Shoes 26
Grace Elter, Notions 27
Bernice LaPorte, Gift Wrap 28
Gwendolyn Tyler, Contingent 28
Ruth Wilkinson, Flying Squad 28
Eleanor Fazio, Northgate 29
Robert Leonard, Merchandise Control ... 29
Margaret Quainton, Customer Service .. 31

Notes of Thanks to McCurdy's E.M.B.A.

I wish to thank the E.M.B.A. for the beautiful plant and my friends in the Credit Office for all the cards I received while I was in the hospital and convalescing at home.

Martha Shaffer

My sincere thanks to my many friends at McCurdy's for their kind expressions of sympathy on the loss of my brother.

Frank Gordon

Donald and I wish to express our thanks for the beautiful vase of flowers and our deep appreciation of the kindness and thoughtfulness of all our friends at McCurdy's.

Sincerely,
Betty Van Doren

I wish to express my appreciation and gratitude to you for the kindness and generosity extended to me when my mother died.

Margaret Quainton

My thanks to my McCurdy friends for all the kindness shown to me on the recent death of my mother.

Betsy Carton

To thank you for the beautiful plant I received during my recent stay at the hospital. It was a very pleasant surprise and brought me a lot of cheer.

Aileen Buckley

The family of *Alma Luitwieler Moll* gratefully acknowledges and deeply appreciates your kind expression of sympathy.

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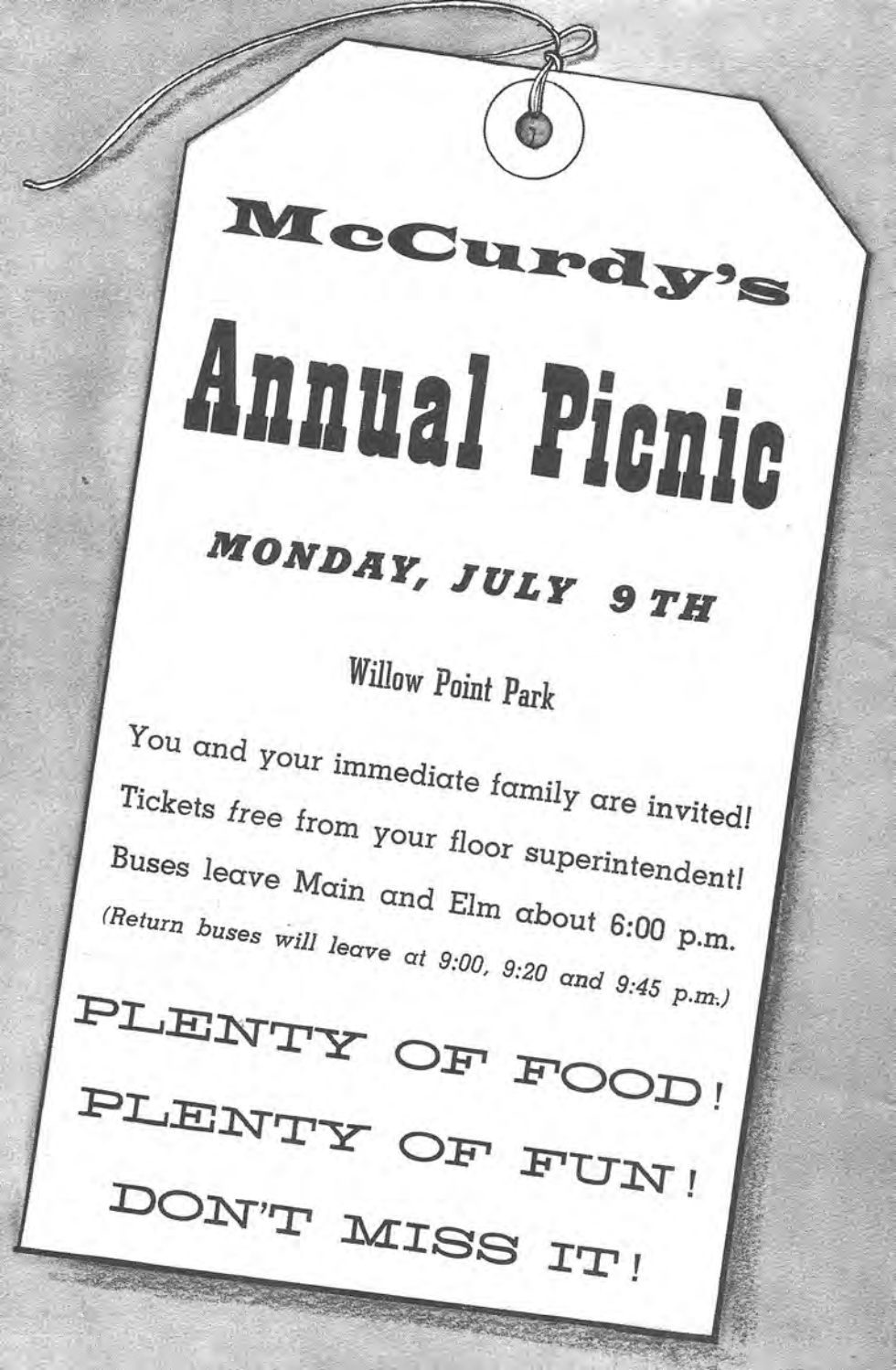
SOME OF THE PEOPLE


McCurdy's
Annual Picnic
MONDAY, JULY 9TH
Willow Point Park
You and your immediate family are invited!
Tickets free from your floor superintendent!
Buses leave Main and Elm about 6:00 p.m.
(Return buses will leave at 9:00, 9:20 and 9:45 p.m.)
PLENTY OF FOOD!
PLENTY OF FUN!
DON'T MISS IT!